



5-Day

# NLP Business Practitioner Program

With **AI Support** SHANGHAI

September 10<sup>th</sup> - 14<sup>th</sup>, 2024

## Program Overview:

This intensive 5-day NLP (Neuro-Linguistic Programming) Business Practitioner Program focuses on applying NLP techniques to achieve success in the business world. Participants will use AI tools to enhance their learning and practice, with a particular emphasis on the business environment in Shanghai. The program includes practical exercises, interactive sessions, and AI-supported activities to develop key business and personal development skills.



**Coach:**  
**Andy Clark**



9:30am - 5:30pm



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上海市浦东新区张杨路777号

# Day 1: Introduction to NLP

## Morning Session:

- **Welcome and Orientation:**
  - o The Best Ice-Breakers in the World
  - Introduction to the course, trainers, and participants.
  - o Overview of the program structure and objectives.
- **Understanding NLP & the Presuppositions:**
  - o History and the presuppositions of NLP
  - o Understanding the mind-body connection with live demonstrations
  - o The NLP Communication Model team activity



## Afternoon Session:

- **Building Rapport:**
  - o Interactive Games establishing and maintaining rapport.
  - o Practical role-playing exercises.
- **Sensory Acuity and Calibration:**
  - o Developing awareness of non-verbal cues.
  - o Group activities focused on building rapport for feedback and improvement.

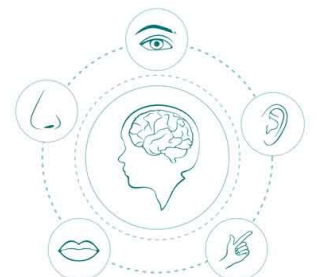
# Day 2: Effective Communication and Persuasion

## Morning Session:

- **Meta Model and Business Language Patterns:**
  - Exploration of the Meta Model for precise communication.
  - Exercises for identifying and practicing business language patterns.
- **Making NLP Work in the Real World:**
  - Rapport + Trust + Belief with Readiness to Change and Skillful Technique = Breakthrough
  - Activity: Increasing Rapport / Trust / Belief & Intention Setting

## Afternoon Session:

- **Reframing and Perceptual Positions:**
  - Techniques for changing perspectives and reframing business challenges.
  - Personal scenario-based exercises.
- **Anchoring:**
  - Creating and using anchors to generate valuable emotional states
  - Anchoring exercises.
- **The Circle of Excellence:**
  - Combining multiple anchors to get you “in state” for a challenge
  - Board Breaking Challenge



# Day 3: Strategies and Techniques for Success

## Morning Session:

- **NLP Strategies:**
  - o Understanding and modeling successful strategies.
  - o Strategy elicitation and practice.
- **Submodalities – Breaking Down our Inner World to Increase Control:**
  - o Mapping out the submodalities of negatives event
  - o Learning to change your submodalities

## Afternoon Session:

- **Values Elicitation:**
  - o We learn what is really important to each person and how to rank your values
  - o We work on what a Values Driven life would look like.
- **NLP Goal Setting:**
  - o Generating well formed outcomes to increase our chances of success.
  - o Building a selection of powerful goals .



# Day 4: Advanced NLP Techniques

## Morning Session:

- **Meta Programs:**
  - o Understanding and utilizing meta programs for self-development.
  - o We take time to understand our own and others meta programs for more effective communication .
- **Timeline Therapy Techniques:**
  - o The Principles of Time-line Therapy
  - o Moving backwards and forwards along the timeline.

## Afternoon Session:

- **Timeline Therapy for Resolving Past Events:**
  - o We go back in time to help release and resolve issues in the past.
  - o Guided visualizations and practice sessions.

## Modeling Excellence:

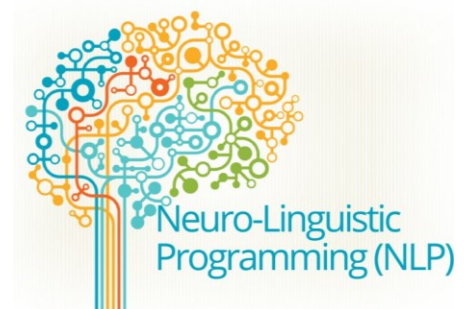
- o Techniques for modeling and replicating business excellence.
- o Capturing and practicing excellence models.



# Day 5: Integration and Application in Business

## Morning Session:

- **Integration of NLP Business Techniques:**
  - o Reviewing and integrating all learned techniques.
  - o Consolidation exercises.
- **Creating Personal and Business Change:**
  - o Developing action plans for applying NLP in different settings.
  - o Tracking and supporting development goals.



## Afternoon Session:

- **The NLP Dojo Practitioner Certification:**
  - o Using all the learned techniques to help others make the changes they need.
  - o Unresolved issues – we work on any challenges that have come up during the journey
- **Graduation Ceremony:**
  - o Celebrating achievements and reflections on the journey.

**This detailed program ensures that participants not only learn NLP techniques but also effectively apply them in the business context with the support of AI tools, making the learning process interactive, impactful, and fun.**

# ANDY CLARK

**NATIONALITY:** British | **LANGUAGE:** English



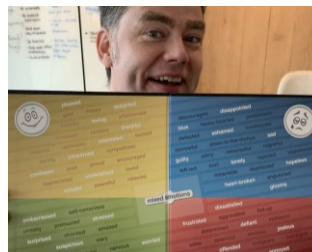
- “When developing programs, Andy looks for maximum real-world effectiveness. By continuously asking the question “What exactly is it that we need our trainees to do and to know for them to excel in their work?” and “How do we deliver this training to make an impact tomorrow?” Andy’s trainings are guaranteed to bring results.”
- In addition to training Andy has served as a personal coach and lecturer at Jiao Tong University and Tsinghua University and served as an MBA lecturer at Napier University. Andy brings energy, passion and enthusiasm to all his trainings, and prides himself on helping others understand the best ways for trainers to improve and deliver meaningful and valuable trainings.

- Andy Clark is the founder of ClarkMorgan and Shine Training, and runs the internal presentation skills training for all of our trainers. He has over 17 years of Asia Pacific training, Coaching and lecturing experience. In 2008, he was recognized by HKMA as “Outstanding Trainer of the Year”.

- Soft Skills Trainer – 12,000+ hours training experience
- Qualified NLP Master Coach
- 2,000+ hours of Leadership Development experience
- Trained & Coached at 100+ Fortune 500 clients

## MAIN TRAINING AREAS

 Management & Leadership	 Coaching
 Communication	 Presentation
 Business Writing	 Sales & Negotiation





# ADMISSION

## VENUE

上海锦江汤臣洲际大酒店 24F - 牡丹亭&海棠厅

## TRAINING SCHEDULE (5 days)

10<sup>th</sup> - 14<sup>th</sup> September 2024

09:30 - 17:30

## TRAINER

Mr. Andy Clark

## LANGUAGE OF DELIVERY

English

## ADMISSION

Regular Rate: RMB 18,800 per participant

## DEADLINE

1 week before course commencement

## REGISTRATION & ENQUIRY

To register, please scan the QR below :



Should you have any questions, please feel free to contact us at  
+86 21 - 5283 5086 or [marie.xiao@clarkmorgan.com](mailto:marie.xiao@clarkmorgan.com)

## Group Discount

- **10% off**

(For companies which send a total of three OR more participants to this course and enroll at the same)





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